

2153

Atty. Docket No.: A-71214

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Signature: Cheryl Arnold Ferne

Cheryl Arnold Ferne

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

E. Diane CHANG et al.

Serial No. 10/024,449

Filed: December 17, 2001

For: SYSTEM AND METHOD FOR IMPROVING
THE PERFORMANCE OF ELECTRONIC
MEDIA ADVERTISING CAMPAIGNS
THROUGH MULTI-ATTRIBUTE ANALYSIS
AND OPTIMIZATION

Examiner: Not yet assigned

Group Art Unit: 2153

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INFORMATION DISCLOSURE STATEMENT SUBMITTED
PRIOR TO THE FIRST OFFICIAL ACTION

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

Applicant submits herewith patents which may be material to the examination of this application and in respect of which there may be a duty to disclose in accordance with 37 C.F.R. §1.56. While this Statement may be "material" pursuant to 37 C.F.R. §1.56, it is not intended to constitute an admission that any patent, publication, or other information referred to therein is "prior art" for this invention unless specifically designated as such. A listing of patents is shown on enclosed PTO Form 08A and a copy of each patent is also enclosed.

This information disclosure statement is being filed in compliance with 37 CFR 1.97(b)(3) as being filed before the mailing date of the first office action on the merits.

Respectfully submitted,

R. Michael Ananian

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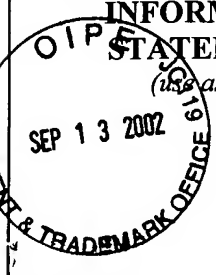
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PTO/SB/8A (08-00)

Approved for use through 10/31/2002. OMB 06510031

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Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(as many sheets as necessary)</i>				Complete if Known				
				Application Number	10/024,449			
				Filing Date	December 17, 2001			
				First Named Inventor	E. Diane CHANG			
				Group Art Unit	2153			
				Examiner Name	to be assigned			
Sheet	1	of	1	Attorney Docket Number	A-71214/RMA			
U.S. PATENT DOCUMENTS								
Examiner Initials*	Cite No. ¹	U.S. Patent Document Number	Kind Code ² (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear		
	A1	5,727,129		BARRETT et al.	03-10-1998			
	B1	5,848,397		MARSH et al.	12-08-1998			
	C1	5,884,305		KLEINBERG et al.	03-16-1999			
	D1	5,937,392		ALBERTS	08-10-1999			
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	J1	6,161,127		CEZAR et al.	12-12-2000			
	K1	6,182,059	B1	ANGOTTI et al.	01-30-2001			
	L1	5,617,538		HELLER	04-01-1997			
FOREIGN PATENT DOCUMENTS								
Examiner Initials*	Cite No. ¹	Foreign Patent Document Office ³	Number ⁴	Kind Code ² (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁵
	M1							
	N1							
OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS								
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	O1						<input type="checkbox"/>	<input type="checkbox"/>
	P1							
Examiner Signature				Date Considered				

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English Language Translation is attached.

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